

# The Contact Center in the Cloud Value Index

2018 Vendor and Product Assessment

MARKET  
REPORT



VENTANA RESEARCH



**Bend, Oregon  
May 2018**

Ventana Research performed this research and analysis independently. Our goals were to determine the Value Index for contact centers in the cloud and to evaluate vendors and products in accordance with the Ventana Research Contact Center in the Cloud blueprint and specific operational and performance activities and processes. We charged no fees for this research and invited to participate vendors that are delivering applications to enable contact centers in the cloud. This report includes vendors and products generally available as of Jan. 31, 2018.

Our purpose in conducting this research was to evaluate the maturity of software vendors' products and their appropriateness to deploy, manage and maintain contact centers in the cloud. Nothing in this research and this report of its findings is intended to imply that one vendor or product is the right choice for any particular organization. Rather, they provide a baseline of knowledge that organizations can use to evaluate vendors and products to manage and improve contact centers in the cloud by aligning business and IT. Unlike IT analyst firm reports that use subjective influences to score vendors, our research is based on thorough analysis of customer assurance and product categories that best represent how an organization should evaluate its technology supplier.

The full report with detailed analysis is available for purchase. We can provide detailed insights on this Value Index and advice on its relevance to an organization through the Ventana On-Demand research and advisory service. Assessment services based on this benchmark research also are available.

We certify that Ventana Research performed the research to the best of our ability; that the analysis is a faithful representation of our knowledge of vendors and products; and that the analysis and scoring are our own.

*Ventana Research*



**VENTANA RESEARCH**

Bend, Oregon, USA  
541-940-1010

[info@ventanaresearch.com](mailto:info@ventanaresearch.com)



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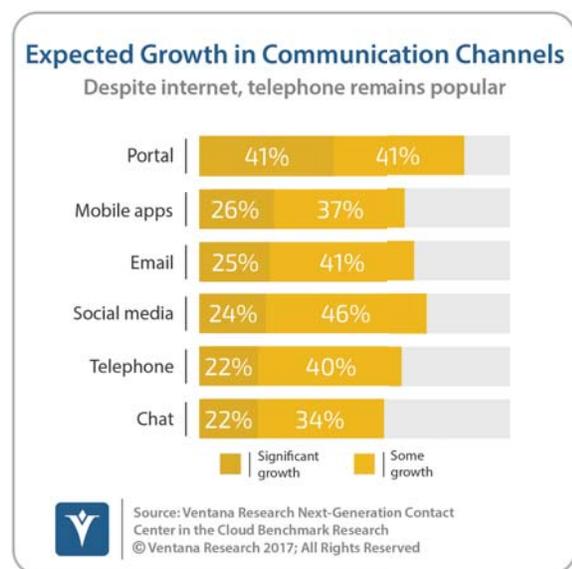


## Contact Centers in the Cloud

To remain competitive, organizations must deliver the best possible customer experience through all channels of engagement. Our benchmark research finds that with consumers having embraced the internet, particularly social media and mobile devices, customers today are communicating with companies through more channels than ever before. The top three channels remain established ones: inbound calls, email and outbound calls. However, the volumes of interactions are expected to grow most in a number of digital channels, among them the corporate website, mobile apps and social media as well as email. The research also shows that many companies plan to support additional channels such as video calls, outbound text messaging and web-based chat.

Supporting multiple customer contact channels creates challenges. To deliver a seamless and consistent customer experience, organizations must integrate channels of communication, share all available information among the employ-

ees and systems handling interactions, apply the same rules in all of them and maintain context as customers move from channel to channel.



The advent of cloud-based contact centers offers easier and more cost-effective ways to add new channels and connect them with existing ones. It thus comes as no surprise that in the effort to modernize and expand their contact centers, companies are increasingly willing to consider and adopt cloud-based systems.

This is particularly true for new channels of communication, as cloud-based applications largely obviate the need for dedicated technical resources in-house and can be easier, faster and less expensive to implement than on-premises products. While organizations have historically preferred to manage their own contact center systems internally, many are now becoming more disposed to use the cloud for those involving, for instance, mobile and social channels of interaction.

The most frequently cited benefits of cloud-based contact center systems are cost savings, a reduced need for in-house resources and better financial visibility and control. Furthermore, cloud computing typically facilitates access to systems through a web browser, which can enhance usability, which is the

cost savings, a reduced need for in-house resources and better financial visibility and control. Furthermore, cloud computing typically facilitates access to systems through a web browser, which can enhance usability, which is the



criterion that organizations most often (72%) said is very important in evaluating contact center software, whether deployed in the cloud or locally. These cloud-based systems often include modern, easy-to-use interfaces and can run on mobile devices, which matter to both contact center employees and customers.

An intensified focus on the customer is driving the trend toward omnichannel support. Only about one-third (35%) of organizations participating in our research reported that their customers are satisfied with the way interactions are

handled. Nearly half (47%) said their customers are somewhat satisfied, which may not be good enough in a fiercely competitive economy. Improving customer experience (cited by 82%) is the most common motivator for change in the technology being used.

In other signs of pressure, more than two-thirds (69%) of organizations said it is very important to improve customer service; the same percentage said it is very important to improve interaction handling. However, recognizing the need to deliver consistently high-quality experiences is one thing; doing that effectively is another. Currently fewer than half (48%) of organizations said they can provide omnichannel customer experiences.

The barriers to doing this are primarily technological. Current systems lack functionality needed to provide information and support needed actions (cited by 73% of organizations), are not integrated for seamless operations across a contact center and cannot share data (68%) and provide inconsistent responses across touch points (44%). Unfortunately, these technology constraints impact customer relationships. Among the factors that undermine satisfaction, organizations most often cited customers having to repeat information (50%) and being unable to use their preferred channels (43%), as well as slow (48%) and inconsistent (41%) responses.

To make improvements, organizations need first to assess how they are doing and identify weaknesses. Key performance indicators (KPIs) are tools commonly used for such assessments. The largest percentage (63%) of research participants said that they use the customer satisfaction metric as a KPI in their contact centers. While that aligns with a focus on customers, the three next-most commonly used KPIs instead address operational efficiency: average length of call, number of calls handled and speed of answer.



Contact centers often are complex entities, even more so today than in the past. To provide successful customer interactions, organizations need four categories of systems: communications management for the channels of engagement; business applications to manage customer data and transactions;

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Many organizations intend to adopt new systems to keep up with customer demands and remain competitive.

self-service to support new digital channels; and analytics to provide insights and reports on customer behavior and interactions. The research suggests that many organizations intend to adopt new systems in all four categories to keep up with customer demands and remain competitive.

Among the innovative technologies that Ventana Research tracks, participants most often cited analytics (62%) as likely to have an impact on how they provide customer service; more than half (58%) said they will evaluate additional analytics systems to improve customer engagement. Advanced analytics can help users collect and analyze the mass of information necessary to create a comprehensive view of their custo-

mers. Organizations said they planned to focus on social media (33%), web (27%), cross-channel (27%) and speech (26%) analytics, all of which can provide useful insights.

Self-service is increasingly relevant as more and more consumers prefer to seek information and take action at a time of their choosing on their preferred device, most likely mobile, rather than engaging with a person. For companies, self-service can be a double-edged sword: It can be less costly than using customer service agents, but if a system doesn't work well or contains incorrect, insufficient or inconsistent information, customers can abandon the transaction with a single click, perhaps never to return. As is the case for other channels, organizations should be sure to invest in robust applications and use customer-facing metrics to track success of self-service.

The research shows that organizations are well aware of the imperatives to improve and update contact center processes, systems and channels. They also are aware of the need to focus on the customer experience and engagement. We believe that contact centers in the cloud must support the varieties of channels and the interactions across them but also must capture, integrate and apply analytics to them to effectively manage and optimize agent performance. Contact center strategies should be focused on providing easy, personalized, contextualized and consistent experiences in an omnichannel environment. Companies that succeed can expect to thrive in the contest for customers' loyalty.



This Value Index report evaluates the following vendors that offer products that address key elements of the Contact Center in the Cloud: 8x8, Inc., Altitude Software, Aspect Software, AWS, BroadSoft, Content Guru, Five9, Inc., Genesys, IFL-mpsystems, NewVoiceMedia, NICE, RingCentral and Serenova. For inclusion in this evaluation, we required that vendors offer products that can operate contact centers in the cloud across multiple countries and continents. They also were required to operate a telephony channel directly as part of their offering to the market, a requirement that excluded the following vendors: Microsoft, Oracle, SAP, Salesforce and Verint.

We urge organizations to do a thorough job of evaluating contact center in the cloud systems and tools and offer this Value Index as both the results of our in-depth analysis of these vendors and as an evaluation methodology. The Value Index can be used to evaluate existing suppliers and also provides evaluation criteria for new projects; applying it can shorten the cycle time for an RFP.

Unlike many IT analyst firms that rank vendors from an IT-only perspective, Ventana Research has designed the Value Index to provide a balanced perspective of vendors and products that is rooted in an understanding of business drivers and needs. This approach not only reduces cost and time but also minimizes the risk of making a decision that is bad for the business. Using the Value Index will enable your organization to achieve the levels of efficiency and effectiveness needed to optimize a contact center in the cloud.



## Value Index Overview

The Ventana Research Value Index: Contact Center in the Cloud in 2018 is the distillation of a year of market and product research efforts by Ventana Research, the premier benchmark research and advisory services firm. Built on a foundation of 15 years of business and technology research, this unbiased, fact-based index is the first such industry undertaking to assess the value of software designed specifically for enabling a contact center in the cloud.

This Ventana Research Value Index is an analytic representation of our assessment of how well vendors' offerings meet buyers' requirements for software that enables and supports a contact center in the cloud. The Index evaluates the software in seven key categories. Five are product-related: Usability, Manageability, Reliability, Capability and Adaptability. In addition, we consider two customer assurance categories: Vendor Validation and Total Cost of Ownership and Return on Investment (TCO/ROI). To assess functionality, one of the components of capability, we applied the Ventana Research Contact Center in the Cloud methodology and blueprint, which links the business process of a contact center in the cloud to an organization's information technology.

We use our research-based analytics and methodology to generate the Value Index percentages. We then build them into a set of indicators that we present graphically as pie charts that express levels of performance. The extent to which each pie chart is full reflects our assessment of value to you, the potential buyer, on a scale also expressed in percentages. Thus, we present the Value Index evaluations in both analytic and graphic form, each depicting the value of a specific vendor's offering in terms of what it can deliver that is relevant to your contact center in the cloud needs.

The Value Index is not an abstraction; Ventana Research uses a carefully crafted best practices-based methodology to represent how organizations actually will assess vendors. We believe it is important to take this approach, since making the wrong decisions can raise the total cost of ownership, lower the return on investment and hamper your organization's ability to reach its performance potential. In addition, this approach can reduce the project's development and deployment time and eliminate the risk of placing on your short list vendors that are wrong for your organization.

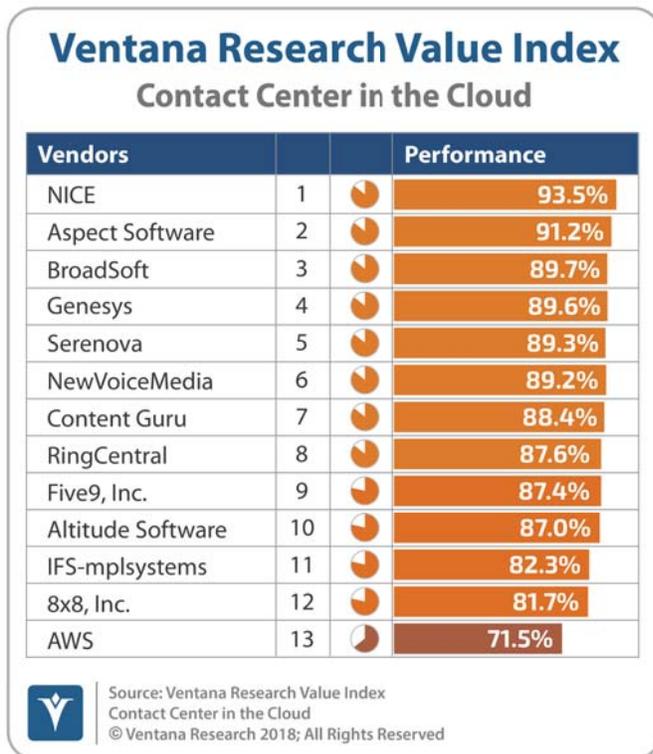
To ensure the accuracy of the information we collected, we required participating vendors to provide evaluation data across the aforementioned seven categories designed to reflect the concerns of a well-crafted RFP. Ventana Research then validated the information, first independently through our database of product information and extensive web-based research, and then in consultation with the vendors. The majority of selected vendors participated in



one-on-one consultative sessions, after which we requested them to provide additional documentation to support any new input.

## The Value Index Findings

The Value Index for Contact Center in the Cloud in 2018 finds NICE topping the list with Aspect Software second and BroadSoft third. Companies that score in the top three in any category earn the designation Value Index Leader; NICE has done so in six of the seven categories, Aspect Software and Genesys in four categories, BroadSoft, NewVoiceMedia and Serenova in two of the categories and RingCentral in one category.



The Capability category, the evaluation of which makes up 20 percent of the Value Index, is designed to assess product adequacy for a broad range of contact center needs ranging from handling, capturing, analyzing and optimizing customer interactions to engagement, operations and agent management. In this category, NICE and BroadSoft are Value Index Leaders, as is Serenova, which ranks second in Capability.

Usability is also critical for the efficient operations of a contact center by agents, and managers. For this reason it comprises 25 percent of the Value Index. Vendors' products

are evaluated in this category on the support they provide for the range of roles in a cloud computing environment – executives, managers, analysts and administration. NICE, Aspect Software and BroadSoft are the top three vendors in this category.

For a contact center to operate efficiently, the software on which it runs must be able to scale and perform reliably. Reliability is weighted at 15 percent of the Value Index. NewVoiceMedia, RingCentral and Genesys are the Value Index Leaders in this category. Adaptability is also weighted at 15 percent; this category assesses support for integration across processes, applications and data. NICE, Aspect Software and Serenova are the highest-rated vendors in this category, with the majority of vendors are close behind.

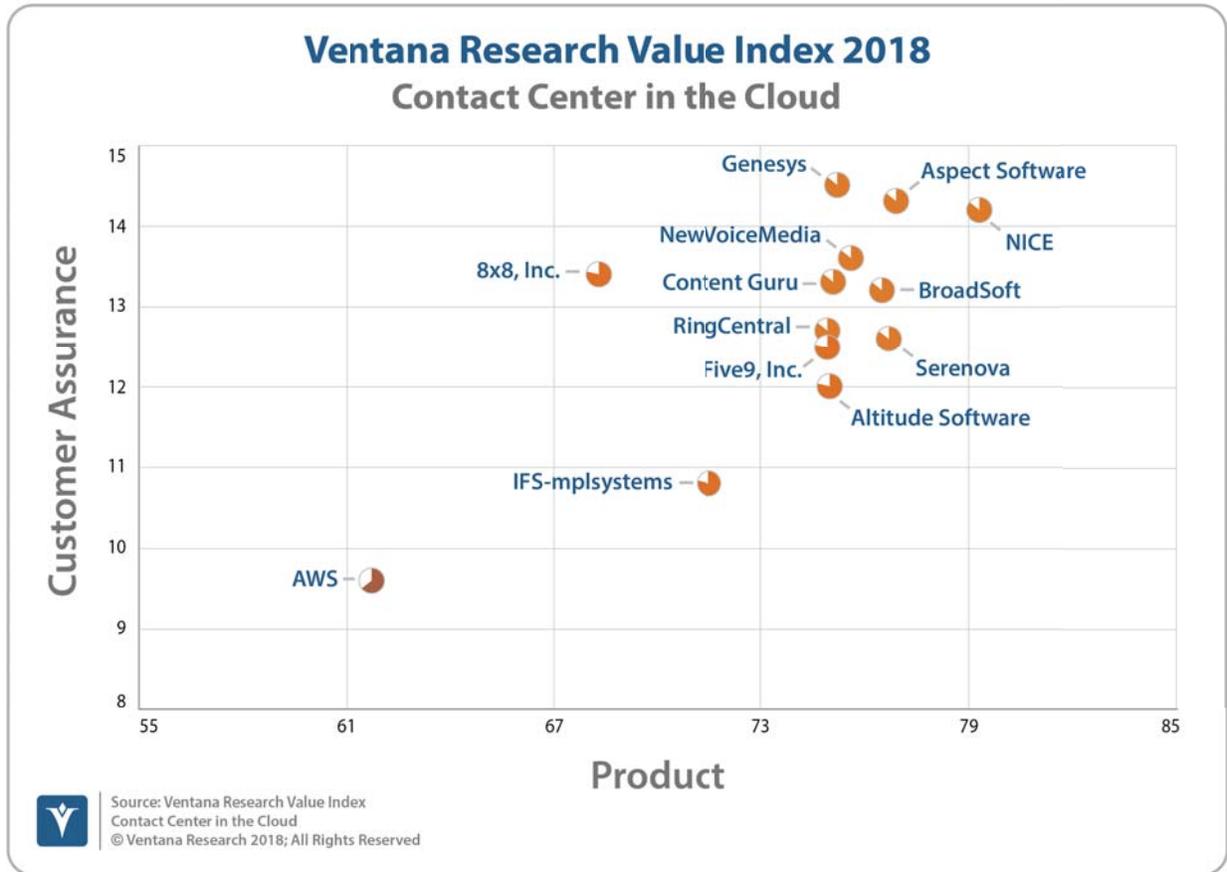
Manageability and vendor support for TCO/ROI evaluation are each weighted at 10 percent of this Value Index. Manageability proved to be a challenging



category, with vendors either performing well in or struggling to provide depth or sophistication. Genesys, NICE and Aspect Software were the top three vendors in this category. In TCO/ROI, the leaders (Aspect Software, Genesys and NICE) are well prepared, but most of the others struggled to provide the tools and information organizations need to make a sound buying decision based on benefits and the costs associated.

We find a similar challenge in the Validation category, which contributes 5 percent to the overall Value Index. Our research finds that most vendors do not provide the level of detail that an organization should expect regarding many areas including services and support. Some struggled to furnish references that were prepared to answer basic questions about the vendor. These are challenges that any organization looking to evaluate and select a contact center in the cloud product should not have to face. After all, a vendor's success is about not just technology but also the relationship with the customer and the technology support it provides.

As noted above, this Ventana Research Value Index evaluates the software in seven key categories. The chart below places the product-related and customer assurance scores on the X and Y axes respectively to provide a visual representation of our Value Index scores. Vendors whose products scored higher in aggregate in the five product categories place higher, to the right; the combination of scores for the two customer assurance categories determines their placement on the vertical access. In short, vendors that place closer to the upper-right on this chart scored higher than those closer to the lower-left.



We warn that close vendor scores should not be taken to imply that the packages evaluated are functionally identical or equally well suited for use by every organization or for a specific process. Although there is a high degree of commonality in how organizations handle contact centers in the cloud, there are many idiosyncrasies and differences in how they do these functions that can make one vendor's offering a better fit than another's with a particular organization's needs.

After more than a decade of technology advances, all the products we evaluated are feature-rich, but not all the capabilities they offer are equally valuable to users. Moreover, the existence of too many capabilities may be a negative factor for an organization if it introduces unnecessary complexity. Nonetheless, one company may decide that a larger number of options is a plus, especially if some of them match its established practices or better support a new initiative that is driving the purchase of new software.

Other factors besides features and functions or assessments about the vendor can turn out to be a deciding factor. For example, a company may face budget constraints such that the TCO evaluation can tip the balance to one vendor or another. This is where the Value Index methodology and the appropriate



weighting can be applied to determine the best fit of vendors and products to your specific needs.

## Products Evaluated

Vendor	Product Names	Version	Release Year
<b>8x8</b>	Virtual Contact Center	9.5.1	2017
<b>Altitude Software</b>	Xperience Engagement Xperience Proactive	8.4.1 8.4.1	2017 2017
<b>Aspect Software</b>	Via	17.1	2017
<b>AWS</b>	Amazon Connect	Aug. 8, 2017	2017
<b>BroadSoft</b>	CC-One UC-One Team-One	9.9	2017 2017
<b>Content Guru</b>	stormCONTACT stormVIEW stormflow	5.00.01.00 6.04.22.01 5.03.18.03	2018 2018 2018
<b>Five9</b>	Virtual Contact Center	Summer Release 2017	2017
<b>Genesys</b>	PureCloud	Jan. 31, 2018	2018
<b>IFS-mpsystems</b>	intelligentContact	8D	2017
<b>NewVoiceMedia</b>	Winter '18	Nov. 15, 2017	2017
<b>NICE</b>	inContact CXone	17.2	2017
<b>RingCentral</b>	Contact Center	17.2	2017
<b>Serenova</b>	CxEngage	January 24, 2018	2018



## Value Index Methodology

Ventana Research believes that an objective review of specific vendors and products is critical to the establishment of a contact center in the cloud. An organization's review should include a thorough analysis of both what's possible and what's relevant. Our research will help you understand how vendors and products fit into a contact center in the cloud framework.

To prepare this value index, we drew on our research-related work with organizations over the past 15 years, which has included benchmarking and advising of thousands of organizations. The latest benchmark research, [Next-Generation Contact Center in the Cloud](#), provided the context of the real needs of buyers; this was complemented by our research on technology suppliers, knowledge of the market and expertise in this area.

Ventana Research invited participation by selected vendors that market and sell products to enable a contact center in the cloud. To qualify for assessment, a product had to be packaged separately, available for sale and listed on the vendor's standard price list. We charged no fee for this research and took every precaution to ensure it was carried out in a fair and objective manner. After sending invitations, Ventana Research followed up with each vendor, reviewing the criteria for participation in the research. Each had to agree to them in order to participate. Here are the major requirements:

- A vendor could submit as many products as it wished; each was evaluated to determine individual category compliance as well as ranking in the functionality evaluation.
- Any package of products that was submitted also had to be listed on the vendor's website and be generally available to prospective buyers.
- Vendors were requested to complete a questionnaire detailing the specific functional requirements and capabilities of products submitted.
- Verification of functionality was required through product documentation and/or a demonstration of the actual product.
- Vendors were asked to respond to questions about specific criteria in all of the seven evaluation categories to enable us gain free-form feedback on the vendor's ability to meet specific customer criteria.

Our knowledge and expertise in the market, drawn from continuously assessing vendors and products, our benchmark research, a Value Index questionnaire, interviews with each vendor and reviews of the products themselves provided the input for this research. Across the seven categories, each response was reviewed and scores assigned. After validation, we aggregated the scores to determine the vendor's and the product's score totals. If a vendor submitted more than one product for evaluation, we included the product with the best



score in our product functionality evaluation. The result is the vendor's best product fit for our criteria.

To arrive at the overall Contact Center in the Cloud Value Index for a given vendor, we weighted each category to reflect its relative contribution to the value as realized by an organization. We established the weighting of the evaluation categories at the beginning of the process based on our experience and prioritizations derived from our benchmark research on contact centers in the cloud.

We have made every effort to encompass in this Value Index the functional requirements and capabilities of our Contact Center in the Cloud blueprint, which we believe reflects what a well-crafted RFP should contain. Even so, there may be additional areas that affect which vendor and products best fit your particular requirements. Therefore, while this research is complete as it stands, utilizing it in your own organizational context is critical to ensure that products deliver the highest level of support for your projects in this area.



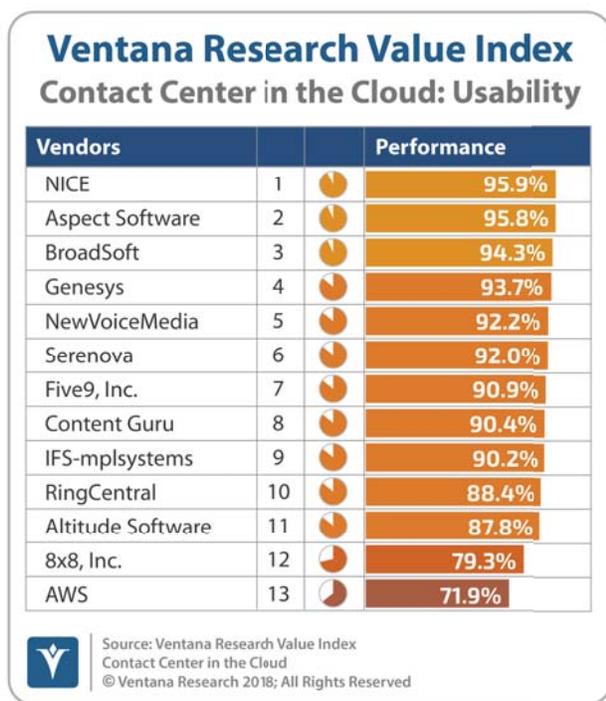
# Evaluation Categories

Ventana Research designed the evaluation categories to reflect the breadth of the real-world criteria incorporated in a request for proposal to vendors in contact centers in the cloud, based on our benchmark research. We evaluated vendor submissions for the Ventana Research Value Index for Contact Center in the Cloud in seven categories, five relevant to the product or package being evaluated and two to the vendor.

These categories and criteria were as follows:

## Usability of the Product

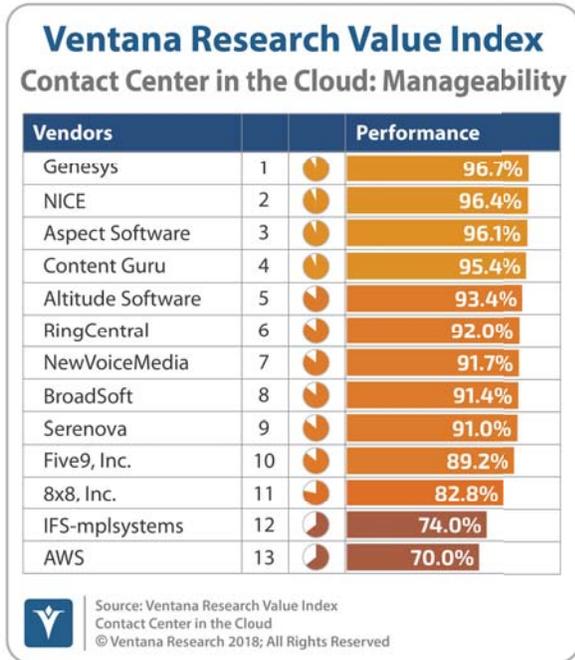
The Usability category involves evaluation criteria intended explore utility for varied levels of business and the diverse ages and competencies of organizations. The evaluation criteria include the extent to which the product provides the support needed by each of the functional roles involved in enabling a contact center in the cloud – executives (CxO), management (EVP, SVP, VP), managers, directors, analysts and those involved from the IT organization. They also encompass how sophisticated the product's support of mobile, web and voice technologies is, including the extent to which the product design enables its use by workers of different generations. The Usability section examines how much work the vendor has put into the user experience aspects of the product. The Value Index for Contact Center in the Cloud in 2018 weights Usability at 25 percent of the overall rating. The analysis finds the Usability Value Index Leaders to be NICE, Aspect Software and BroadSoft.





### Manageability of the Product

The Manageability category involves evaluation criteria intended to ensure the

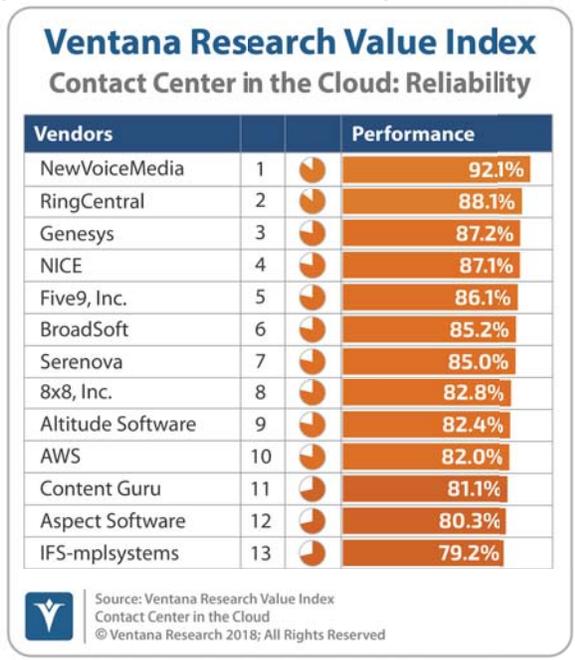


products meet business and IT needs for installation, deployment and administration. The evaluation criteria include the support that the product provides for IT administration and for business administration. They also include the sophistication of the security provisions built into the application with respect to user identity, role and access, how effective the data security is that the application provides, to what extent it supports auditing and compliance, what the license options are, how use is audited and what investments are required in licensing or subscription and maintenance. The Value Index for Contact Center in the Cloud in 2018 weights Manageability at 10 percent of the overall rating. The analysis finds the

Manageability Value Index Leaders to be Genesys, NICE and Aspect Software.

### Reliability of the Product

The Reliability category involves evaluation criteria intended to ensure that the products can deliver the performance and scalability required. The evaluation



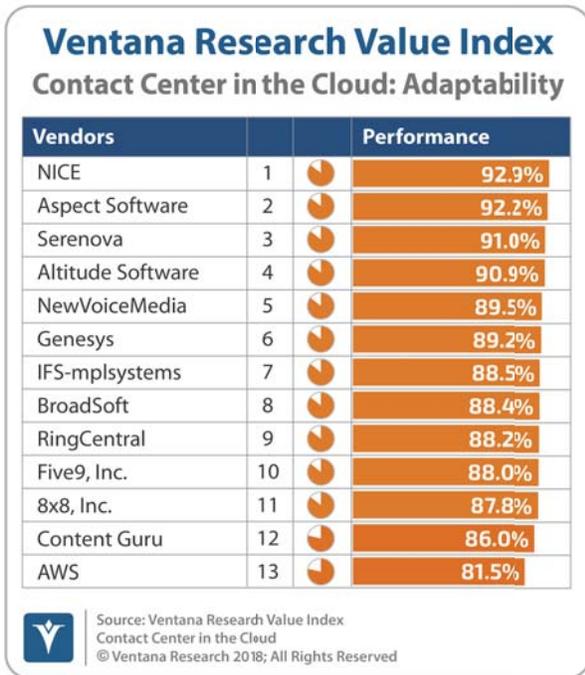
criteria include the nature of the product's support for an organization's IT architecture at the level of the enterprise, the network, the server and the data, and the sophistication of its development, customization and configuration support. They also include the extent to which it supports access by remote and mobile users, how well and quickly it performs server processing, how well it scales in terms of number of users, volume and complexity of data and server demand, and what investments are required to ensure reliability. The Value Index for Contact Center in the Cloud in 2018 weights Reliability at 15 percent of the overall rating. The analysis finds the Manageability Value Index

Leaders to be NewVoiceMedia, RingCentral and Genesys.



### Adaptability of the Product

The Adaptability category applies evaluation criteria designed to ensure that the products can be configured and customized to meet the needs of a given business. The evaluation criteria include how configurable the product technology is to enable it to interface with business and IT processes and systems, to what extent it can be adapted, and whether it supports user interface technologies and systems needed by contact centers or customers. The criteria also include how well the product operates across data-related process and workflow systems, whether it can interface well with business applications and databases, and what investments are required to ensure adaptability. The Value Index for Contact Center in the Cloud in 2018 weights Adaptability at 10 percent of the overall rating. The analysis finds the Manageability Value Index Leaders to be NICE, Aspect Software and Serenova.



The products can be configured and customized to meet the needs of a given business. The evaluation criteria include how configurable the product technology is to enable it to interface with business and IT processes and systems, to what extent it can be adapted, and whether it supports user interface technologies and systems needed by contact centers or customers. The criteria also include how well the product operates across data-related process and workflow systems, whether it can interface well with business applications and databases, and what investments are required to ensure adaptability. The Value Index for Contact Center in the Cloud in 2018 weights Adaptability at 10 percent of the overall rating. The analysis finds the Manageability Value Index



### Capability of the Product

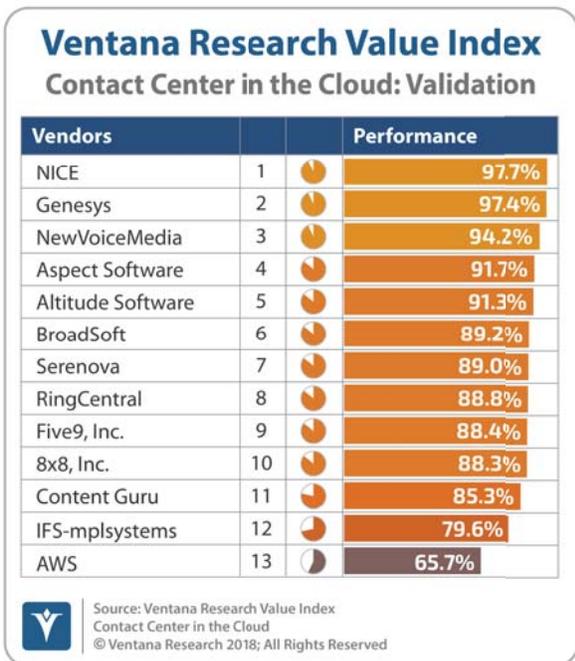
The Capability category involves criteria to evaluate the fit between the capabilities of the products to support contact centers in the cloud and the needs of various functions within the business, from managers and executives to agents, analysts and administrative and IT personnel. Specifically, this criterion addresses how the product supports the broad range of contact center needs. This includes handling, capturing, analyzing and optimizing customer interactions and engagement, as well as operations and agent management. The Value Index for Contact Center in the Cloud in 2018 weights Capability at 20 percent of the overall rating. The analysis finds the Capability

Value Index Leaders to be NICE, Serenova and BroadSoft.



### Customer Assurance: Validation of the Vendor

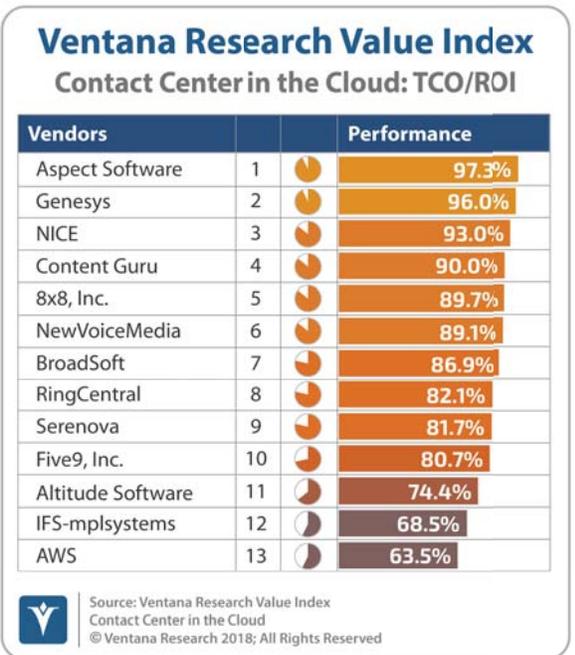
The Validation category applies evaluation criteria designed to assess the vendor’s commitment to the market segment along with the breadth of its



communication of relevant information. The evaluation criteria include the extent to which the vendor is focused on and committed to this product line, how stable the vendor company’s management and financial condition are, and what existing customers say about the company and its products. The criteria also include the extent to which the vendor can provide a clear roadmap of the product line’s development and direction, what services it provides to support deployment, and the quality of its product support. The Value Index for Contact Center in the Cloud in 2018 weights Validation at 5 percent of the overall rating. The analysis finds the Validation Value Index Leaders to be NICE, Genesys and NewVoiceMedia.

### Customer Assurance: TCO/ROI of the Vendor

The TCO/ROI category applies evaluation criteria designed to assess the value



the vendor delivers with its products. The evaluation criteria include the extent to which the vendor is focused on and committed to this product line and how sophisticated it is in demonstrating product value, total cost of ownership and total benefit of ownership. The evaluation criteria also include an evaluation of the tools and documentation it provides to enable customer evaluation of ROI and TCO and what the vendor cites as its investment in optimizing customer TCO and ROI. The Value Index for Contact Center in the Cloud in 2018 weights TCO/ROI at 15 percent of the overall rating. The analysis finds the TCO and ROI Value Index Leaders to be Aspect Software, Genesys and NICE.



### Evaluation by Categories

Ventana Research Value Index Contact Center in the Cloud								
Vendors	Overall Rating	Usability	Manageability	Reliability	Capability	Adaptability	Validation	TCO/ROI
8x8, Inc.								
Altitude Software								
Aspect Software								
AWS								
BroadSoft								
Content Guru								
Five9, Inc.								
Genesys								
IFS-mpsystems								
NewVoiceMedia								
NICE								
RingCentral								
Serenova								

Source: Ventana Research Value Index  
Contact Center in the Cloud  
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The table above presents the Value Index analysis overall and in each of the seven evaluation categories for each participating vendor. We urge organizations to identify which of the Contact Center in the Cloud categories are priorities and then to use the Value Index findings presented in the charts above and this table to identify which vendors are most likely to support their specific needs.



## How To Use This Value Index

This research on tools and systems can provide you with insight into the value of your existing and new investments and a framework to assess your initiatives and programs. Business and IT improvement efforts should be based on best practices and research that deliver value quickly. Ventana Research recommends that you organize your efforts around our blueprint for this topic and use the Value Index to determine which vendors will best satisfy your needs for a contact center in the cloud.

Be sure to define both business and IT requirements as part of an improvement process based on these research results. We advocate a structured approach such as our DecisionCycle™, an eight-step process for enabling a contact center in the cloud. Using this framework, you can incorporate these steps into a program document that will both summarize and detail your initiative or project. Then consult the Value Index to ensure you make choices that will yield the results you want.

Using the DecisionCycle™ steps detailed below, you can build a framework for assessing the maturity of your business and IT efforts and determining how to align your people, processes and IT investments.

### 1. Business Goal and Purpose

Define the mission of the business project, the specific goals that you want to accomplish and the desired benefits. In other words, what are you doing, why is it important and what outcome do you want to achieve? The goals should be grounded in your organization's strategy and plans, including how they link people to key performance indicators. This step will deliver documentation of the mission and goals of the project from a business perspective.

### 2. Business Requirements

What must be done from a business perspective to achieve these goals? Defining the business requirements explains why specific capabilities are required and sets the stage for classifying the user community's roles. This step will deliver clearly documented business requirements.

### 3. User Community and Usage Requirements

It is critical to understand functionally the types of users involved. Define your users' roles in terms of the business goals to be achieved. Every organization will have different user classifications, but typical roles are management, analysts, power users and information consumers. This step will deliver a classification of users and their usage requirements.

### 4. Functional Requirements and Capabilities



What needs to be done, and who will do it? The functional requirements are the framework that enables individuals to understand and work toward the stated business requirements and goals. This step will deliver a set of priorities and weightings that connect business to IT so that everyone understands what is required for your project to succeed.

5. Organizational Maturity

Evaluate the maturity of your organization in terms of your contact center in the cloud. The organization can progress only as far as the capabilities of top management and key line managers allow. This step will deliver a benchmark of your organizational maturity in contact centers in the cloud.

6. Technology Approach and Master List

Determine the technology approach that most closely aligns to your organization's requirements, and develop a master list of products and vendors that best fit your needs. Then create a scoring model that will evaluate products. This step will deliver a master list of vendors and products prioritized for further evaluation.

7. Business and Technology Evaluation Criteria

Define the business and technology criteria that you will use to evaluate the vendors, using as a guide those drawn from our benchmark research that we have used to build the Value Index. These criteria should include usability, manageability, reliability, functionality, adaptability, validation and TCO and ROI. This step will deliver the short list of vendors and products to evaluate for final selection.

8. Evaluate and Select

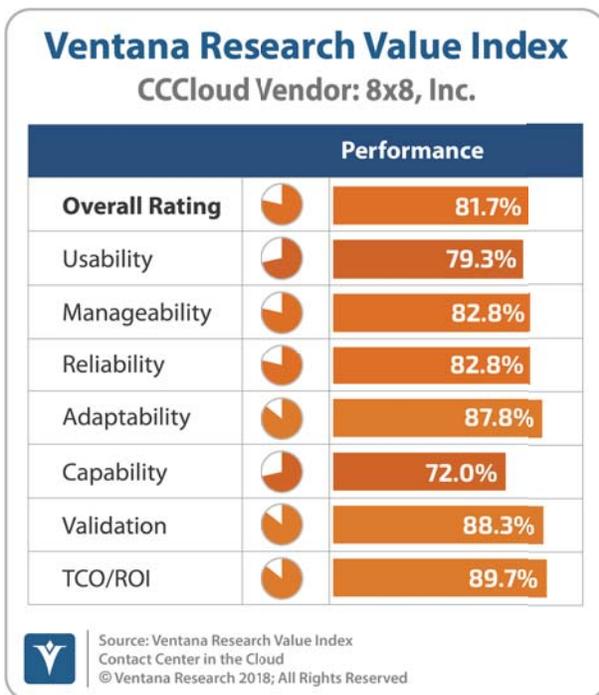
Evaluate the short list of vendors based on your business and technology criteria, and select your preferred vendor for the project. This evaluation should include a proof of concept to assess and validate vendors' products. This step will determine the vendor that best fits your business project and will be your technology partner in a contact center in the cloud.



# Contact Center in the Cloud Vendors Evaluated in This Value Index

Vendors that we included in the research are highlighted in this section. For each we provide its own description, taken from its website; these do not represent Ventana Research’s assessment, which follows them. The pie charts shown correspond graphically to the percentages at right; together they represent each vendor’s performance on the value scale overall and for each category. “Value Index Leaders” are those vendors that have earned a performance percentage among the top three either overall or in a particular product or customer assurance category.

**8x8, Inc.** <https://www.8x8.com/>



### Company and Product Profile

“8x8 is the world’s first Communications Cloud, combining unified communications, team collaboration interoperability, contact center, and analytics in a single, open and real-time platform. 8x8 eliminates information silos to expose vital, real-time intelligence across all clouds, applications and devices to improve individual and team productivity, business performance and customer experience.”

“Provide your customers with an exceptional experience with a global cloud contact center solution. You’ll have the tools to take control of the customer experience: omni-channel interactions, IVR, call recording, moni-

toring, workforce optimization and much more. Pre-built integrations with CRM and ERP solutions put critical customer information at your agent’s fingertips for quicker interactions and improved customer loyalty.”

### Ventana Research Evaluation

This Value Index assessed 8x8 Virtual Contact Center 9.5.1, released December 2017. The company unites a contact center offering with a workforce optimization system that enables agent management across channels of engagement. 8x8 operates globally with data centers across several continents. The company is ranked 11th overall in the 2018 Contact Center in the Cloud Value Index.

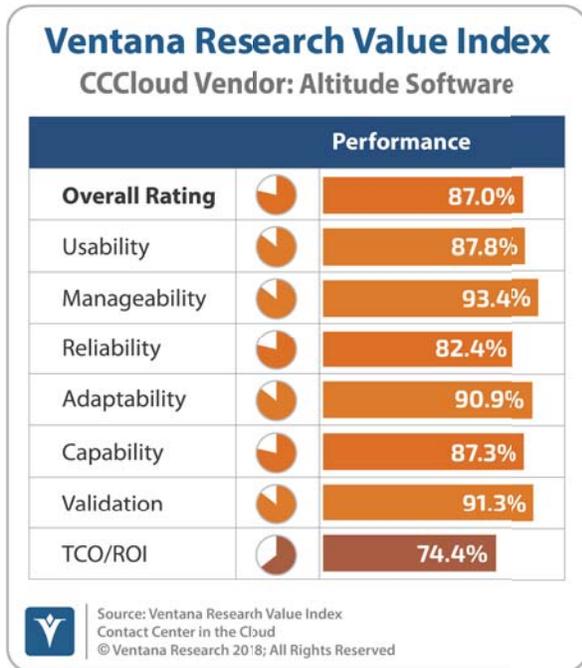


8x8's best rating was in TCO/ROI, where it ranks fifth. This is due to the overall support it provides organizations to enable them to find value in their investment. The company also provides tools and information so organizations can assess any investment prior to purchasing. Its next-best rating is in Reliability. It also performs well in Validation; the quality case studies and information on its services and support that it provides helped it place ninth in this category.

The category in which 8x8 most needs improvement is Capability, where it ranks 12th because in our analysis its product underperformed in capturing interactions and providing performance-based analytics related to them. The company also ranks 12th in the Usability category due to its less-than-progressive support for executives and technology administrators. It ranks 11th in Adaptability, as it provides sufficient integration but could use improvement in depth for business- and data-related forms. 8x8 did not actively participate in the Value Index process, which means less information was available for the analysis. Since our analysis of their products was completed for this Value Index, 8x8 has issued a new release which it says advances the product's usability and capability.



**Altitude Software** <http://www.altitude.com/>



**Company and Product Profile**

“Altitude helps companies engage customers and deliver great service with unified customer interaction management solutions for customer-centric companies. Altitude unified customer interaction solutions leverage existing technology investments in the contact center, adding value - without disruption - across a wide range of business situations.”

“Altitude delivers worldwide the Altitude Xperience (Unified Customer Interaction), a robust, modular, customer interaction management software platform. It handles all interactions and unifies all touch points throughout the organization in an open, platform-independent solution, based on standards.”

**Ventana Research Evaluation**

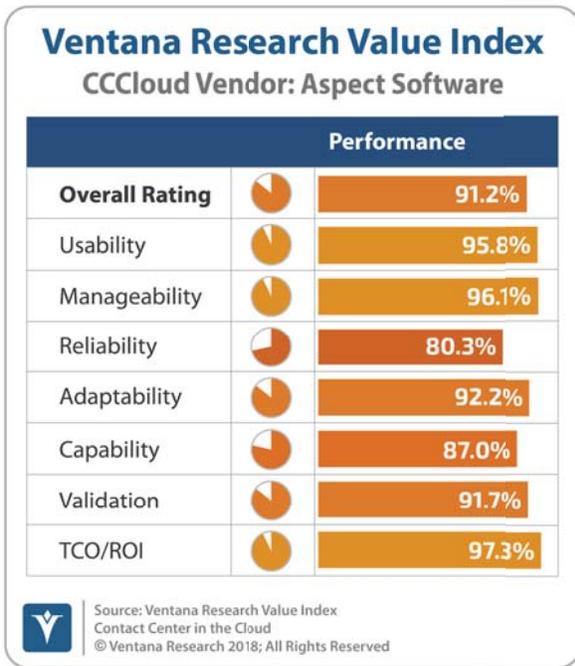
The Value Index assessed Altitude Xperience Engagement 8.4.1 and Xperience Proactive 8.4.1, released on Dec. 31, 2017. Altitude is an internationally based contact center in the cloud provider that has been expanding its presence globally. Altitude is ranked ninth overall in the 2018 Contact Center in the Cloud Value Index.

Altitude’s highest ranking is fourth in Adaptability as its adaptations and levels of integration are some of the best in the Value Index. It also placed well in Capability where it is fifth due to its sophisticated interaction capabilities. Altitude also ranks fifth in Validation, although the company could have placed higher had it supplied more in-depth information in the review process and on its website on its services and support.

Altitude’s lowest rank is in Usability where it is 11th, reflecting the quality of its support for the array of roles that use the software. The company also ranks 11th in TCO/ROI, as its documentation on depth of service and investments needs improvement. Altitude has been rapidly expanding its presence worldwide and is working with partners to help it reach its goals and deliver customer value. It provides a robust framework for ensuring the operations and continuity of its contact center in the cloud.



**Aspect Software** <https://www.aspect.com/>



**Company and Product Profile**

“A lot has changed over our 45-year history, but our core mission has remained the same: Help companies create better experiences for their customers and the employees who serve them.”

“Aspect offers a customer engagement platform that is powerful yet affordable, quick to implement, and easy to keep up-to-date. Including contact center interaction management, workforce management and self-service capabilities, we designed it with a relentless focus on things like reducing effort, increasing usability, connecting disjointed interactions and processes, and simplifying management. And, we make it accessible to customers of all types and sizes in the cloud.”

**Ventana Research Evaluation**

The Value Index assessed Aspect’s Via 17.1, which was released in November 2017. A global vendor of contact center platforms, Aspect ranks second overall in the 2018 Contact Center in the Cloud Value Index. It is a Value Index Leader as it ranks among the top three vendors in four of the seven evaluation categories and places first in TCO/ROI.

The company has a longstanding commitment to contact center software through what it calls its customer engagement cloud platform, which operates on Amazon Web Services (AWS). Aspect Via brings together a suite of applications from customer self-service to omnichannel support that enables agents and customers to interact efficiently. Its flexibility in configuration and operations are reflected in its high ratings in Adaptability, where it ranks second, and Manageability, where it ranks third. Aspect’s highest rating is in TCO/ROI, earned because it provides useful information and services to help organizations realize the full potential of the product. The company’s new offering Aspect Via also has been designed to deliver a quality user experience, which contributes to its high Usability rating.

Aspect does have some room for improvement in the Reliability category, where it did not provide enough detail on its product’s performance and scalability parameters. While the platform offers a dashboard and reports, the depth of the

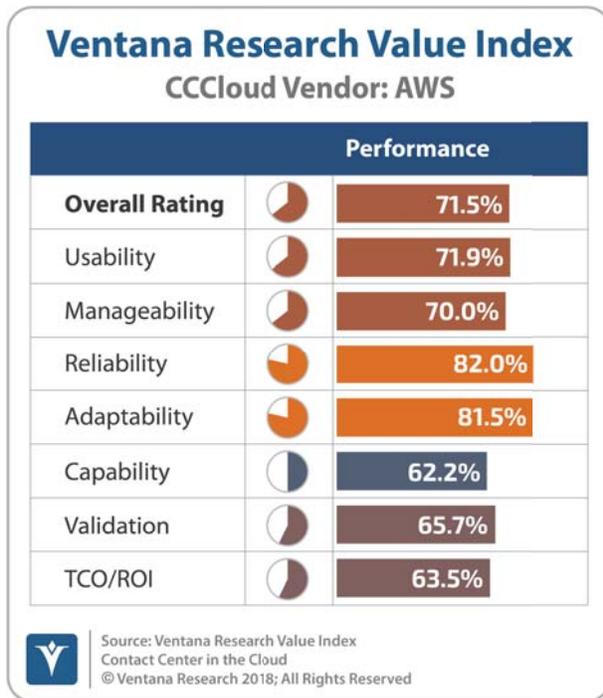


underlying cloud computing operations of its platform were not clear. The company also needs some improvement in the application of analytics to optimize interactions.

Aspect has been in the contact center market for some time. Now that its cloud computing operates on AWS it must intensify its efforts to help transition existing on-premises customers and engage new ones to realize its full market potential. Despite needing improvement in some areas, Aspect is an overall Value Index Leader for Contact Center in the Cloud for its quality efforts across product and customer assurance areas.



**AWS** <https://aws.amazon.com>



**Company and Product Profile**

“Whether you’re looking for compute power, database storage, content delivery or other functionality, AWS has the services to help you build sophisticated applications with increased flexibility, scalability and reliability.”

“AWS began offering its technology infrastructure platform in 2006. At this point, we have over a million active customers using AWS in every imaginable way, and have developed considerable experience operating at scale. We’ve also innovated and delivered at a very rapid pace.”

**Ventana Research Evaluation**

The Value Index assessed AWS Amazon Connect, released in August 2017. AWS has become a significant provider of cloud computing and the infrastructure associated with it and has been expanding into software. It has sought to enter the cloud contact center market by providing a developer-friendly approach, but our evaluation found the robustness of its offering to be lacking. AWS ranks 13th overall in the 2018 Contact Center in the Cloud Value Index.

AWS achieves its best rating, 10th of 13, in Reliability. While the platform has the ability to scale and deliver performance, the information provided on its site leaves much to be desired and does not do much to build confidence in how this offering operates. In the other six categories, AWS consistently placed last because it did not provide information and its website sorely lacked the depth required. Where it did provide information, that merely exposed weakness. In the Usability category, for example, videos of the product revealed an unsophisticated approach. In Manageability, the level of depth in notifications and documentation was inadequate. In the Adaptability category, the company does provide information about integration, but developer-level skills are required to integrate the variety of types of interaction channels needed for contact centers. For Validation, we found the focus on and commitment to contact centers not to be clear as the website didn’t provide much information about its customers, products or services. In the TCO/ROI category, AWS did not adequately communicate the value, benefits or costs of the product. In Capability, the company provides minimal support and has significant room for improvement in the available channels, interactions, capturing, analytics and

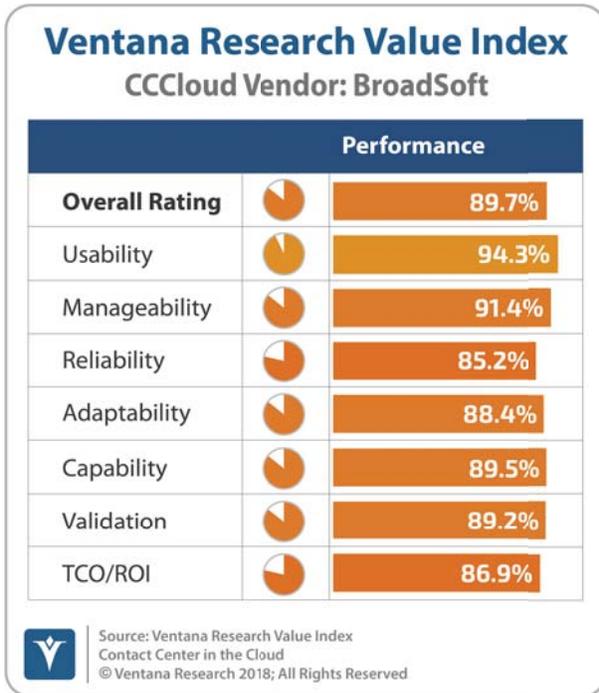


performance management.

AWS did not actively participate in this Value Index and information on which our evaluation is based was derived solely from its website, the depth of which is sorely inadequate. AWS may have established a presence in the market through its marketing and new offering, but it will have to make significant investments to gain the credibility required to convince organizations that it can effectively support the sophistication required in contact centers.



**BroadSoft** <https://www.broadsoft.com/>



**Company and Product Profile**

“BroadSoft was born in the cloud, and after 19 years of non-stop innovation, we are hands down the global market share leader for cloud business communications. Only BroadSoft offers the financial strength, proven reliability, security and breadth of fully integrated solutions - including cloud PBX, unified communications (UC), team collaboration and contact center.”

“By using the cloud to host your business phone system over the internet, you have access to all the regular calling features of your onsite phone system but with the added benefits and extra perks of next generation mobility, advanced security, unlimited and on-demand scalability and sophisticated integration features.”

**Ventana Research Evaluation**

The Value Index assessed BroadSoft CC-One 9.9, released in July 2017, and UC-One and Team-One, released in October 2017. During the Value Index assessment process, BroadSoft was acquired by Cisco Systems, which plans to retain the company name and products. BroadSoft ranks third overall in the 2018 Contact Center in the Cloud Value Index. It is a Value Index Leader, ranking among the top three vendors in two of the seven evaluation categories, taken together weighted at 40 percent of the overall Value Index score.

BroadSoft has a robust offering that includes the contact center (in CC-One), unified communications (in UC-One) and collaboration (in Team-One). Together they help provide organizations with a complete offering. BroadSoft ranks third in Usability, largely because of the accessible simplicity of the user experience it provides across roles. It also ranks third in Capability as we found its overall functionality well-balanced, providing depth in its analytic range and interaction handling and also easy collaboration and communications, both internally and to customers.

There are several areas in which BroadSoft can improve; its lowest rankings were eighth in both Adaptability and Manageability. For Adaptability, while it is able to support a range of user and application integrations, BroadSoft should address requirements at the process, platform and data levels. For Manageability, the company could provide more support for audit and

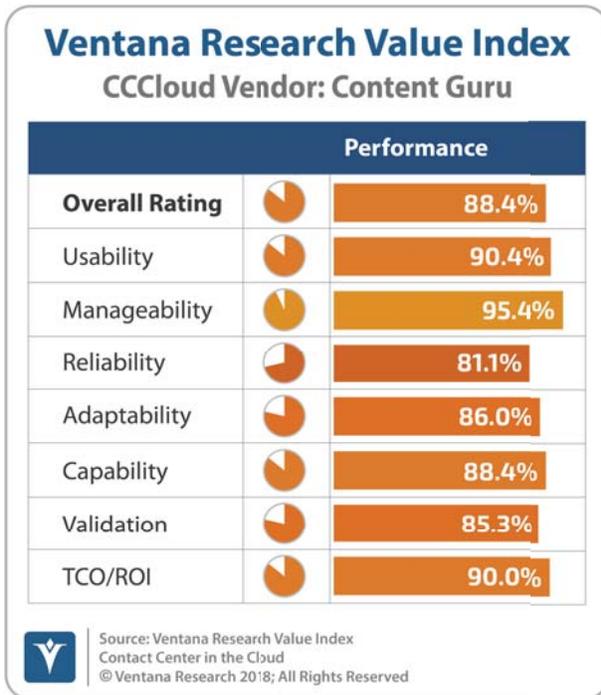


compliance and further evidence of its investments. But the main challenge for BroadSoft is gaining Cisco's commitment to a continuing investment in customer and product development. This is a market where the networking giant has historically played in through partnering rather than operated in directly.

Nonetheless, though it has some areas to address, BroadSoft is an overall Value Index Leader for Contact Center in the Cloud for its excellent work in customer assurance areas and for its Value Index Leader ratings in Capability and Usability.



**Content Guru** <http://www.contentguru.com/>



**Company and Product Profile**

“Content Guru was founded in 2005 and is headquartered in Bracknell, UK, at the heart of Europe’s ‘Tech Valley’ (the equivalent of Silicon Valley), with offices in Germany, the Netherlands, and across North America, with a further presence in Malaysia, India and Ireland. Content Guru’s core technology has been continually refined and developed ... to ensure that the company’s services continue to push the boundaries of communications by building on a solid underlying architecture.”

“Hundreds of the largest organizations in over 60 countries across the world are powered by storm®, in sectors

ranging from utilities through finance and travel to central government, and include BT, Citibank, Deutsche Telekom, HSBC and O2 Telefonica. Additionally, the flexibility of Content Guru’s storm cloud communications platform enables customers to take advantage of overlay and bespoke solutions tailored to specific needs, and also to large framework solutions that transform and optimize entire communications estates.”

**Ventana Research Evaluation**

The Value Index assessed Content Guru storm® CONTACT Version 5, released Jan. 23, 2018, and its supporting storm® VIEW and storm® FLOW products. The UK-based company operates across the globe and supports more than 20 languages. Content Guru is ranked seventh overall in the 2018 Contact Center in the Cloud Value Index and is a Value Index Leader in one of the seven evaluation categories, Manageability.

Content Guru’s is a well-balanced offering overall that has advanced on the value and capabilities of its platform. Its best ranking is third in Manageability due to its ability to administer the platform and levels of security and operations. It ranks fourth in Capability for its management, configurability and support of the channels and interactions that are critical for every contact center. Its support in helping customers realize value from their investment contributed to a fourth-place ranking in the TCO/ROI category.

Content Guru’s product most significantly needs improvement in Adaptability, where it ranks 12th; its platform and operations in the cloud must provide



further support for customization, and the examples of integration offered do not clearly demonstrate support across applications and processes. It also could provide more depth in the Reliability category, where details about performance and scalability support could have been clearer, and where it makes direct access to continuity through at trust availability site. In addition, the company ranks a relatively low 10th in Validation because it does not provide significant information about its services and support and does poorly at providing customers for feedback in the reference process.

Despite its challenges, though, Content Guru has significant opportunities as it grows its global footprint, expanding operations beyond the UK and improving its overall offering and the value in its products and marketing.



**Five9, Inc.** <https://www.five9.com/>



### Company and Product Profile

“Five9 is the leading provider of cloud contact center software. We are driven by a passion to transform contact centers into customer engagement centers of excellence, coupled with a deep understanding of the cost and complexity involved in running a contact center. We help contact centers of every size create powerful customer connections.”

“Five9 software creates more successful customer interactions while increasing contact center productivity, without the capital expense and maintenance costs of premise-based systems. Our software is built on a flexible architecture that adapts to your changing

needs.”

### Ventana Research Evaluation

The Value Index assessed Five9 Virtual Contact Center Summer Release 2017, released in July 2017. Five9 is a company that for more than 15 years has been focused on helping organizations with their contact centers virtually. Five9 is ranked eighth overall in the 2018 Contact Center in the Cloud Value Index.

Five9’s highest ranking is fifth in Reliability. In a very competitive environment, its responses were good but lacked detail in documentation and information on its investments to develop the product. The company ranks seventh in Capability, where it performed well in many areas including support for interactions and operating across channels. It also performed well in Validation due to its focus on contact centers, though it would have ranked higher had the references it provided responded with feedback on the company.

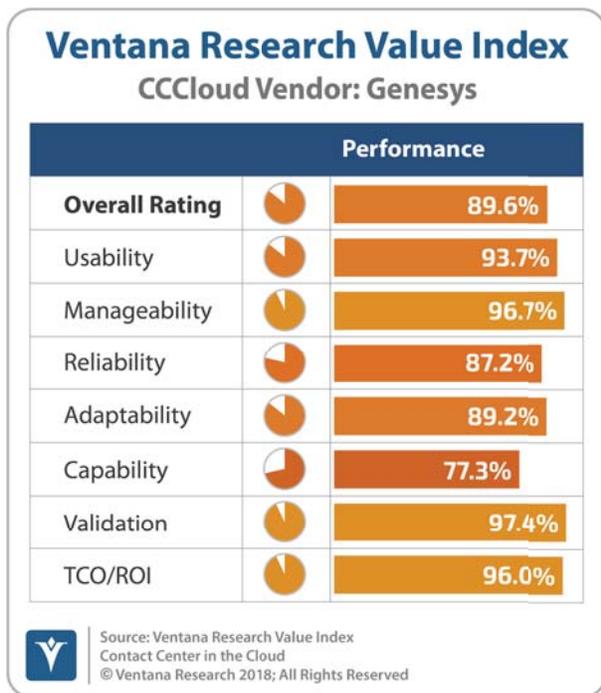
Five9 could use improvement in three key categories. The company ranks 10th in Adaptability; integration across many levels is sufficient but examples lacked details about support for the full range of integration requirements across organizations. We encountered a similar challenge in Manageability; it ranks 10th due to a lack of documentation and detailed responses, and information on the website did not address this lack. The 10th-place ranking in TCO/ROI reflects a lack of sufficient response and scant supporting information on its website to help potential customers see the full value in an investment.



Overall, Five9 is a critical contact center in the cloud provider with depth in its platform and capabilities.



**Genesys** <https://www.genesys.com/>



**Company and Product Profile**

“Genesys, the world’s #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes.”

“Customer support is constantly changing—your customers have more influence and higher expectations than ever before. We built PureCloud from the ground up to leverage the true power of the cloud, giving you a complete customer engagement and communication solution to exceed customer expectations today and tomorrow.”

communication solution to exceed customer expectations today and tomorrow.”

**Ventana Research Evaluation**

The Value Index assessed Genesys PureCloud, released on Jan. 31, 2018 as part of its rolling release schedule. The PureCloud offering from Genesys originated from its acquisition of Interactive Intelligence in 2016 and the company has since invested in and expanded its cloud offering. Genesys operates across the world in many different languages. It ranks fourth overall in the 2018 Contact Center in the Cloud Value Index. It also ranks among the top three vendors in four of the seven evaluation categories and placed first in Manageability.

The product and technology investments by Interactive Intelligence significantly jump-started Genesys’s global efforts. The company’s focus on its cloud operations and enabling of its customers to manage their deployments contributed significantly to its best-overall rating in Manageability. Furthermore, its focus on performance and scalability led to a third-place ranking in Reliability. Genesys has invested into customer assurance and earns a top ranking in both Validation and TCO/ROI, as information and details are easily available on its website to help an organization understand the full potential of an investment.

Genesys’s areas for improvement are in Capability, where it ranks 11th, and Adaptability, where it ranks sixth. In Capability, Genesys must improve on its interaction-handling analytics and needs further investment in machine learning

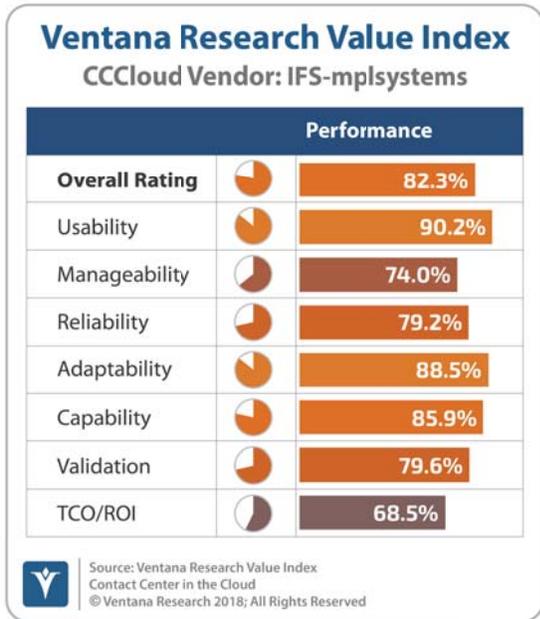


and other advanced technology areas – investment that it has started to outline in its product roadmap. In Adaptability, while Genesys offers integration through its API and developer-based approach, it has not yet achieved simplicity in configuration for various types of integration and lacks in-depth examples.

With its post-acquisition focus now on PureCloud, Genesys will have to commit to investments in this product line compared to the on-premises and cloud computing products it offered prior to its acquisition of Interactive Intelligence. Though it has some specific areas to address, Genesys is a high performer – a Value Index Leader in four of the seven categories that does excellent work in customer assurance and earned high rankings in Manageability and Usability.



**IFS-mplsystems** <https://mplsystems.co.uk/>



**Company and Product Profile**

“At IFS – mplsystems our vision is ‘to make complex service simple’: we design and deliver Omni-Channel Contact Centre, CRM Customer Service desktop and AI enabled Virtual Assistance solutions.”

“mplsystems Omni-channel contact centre solution offers blending, queuing and routing for phone, email, chat, social and self-service channels. Alongside this priorities can be set based on channel type, agent skills, client SLAs and text analytics.”

**Ventana Research Evaluation**

The Value Index assessed IFS-mplsystems intelligentContact version 8D, released in

October 2017. The UK-based contact center in the cloud vendor also provides CRM for customer and field service and has been steadily enhancing its omnichannel offering. IFS-mplsystems ranks 10th overall in the 2018 Contact Center in the Cloud Value Index.

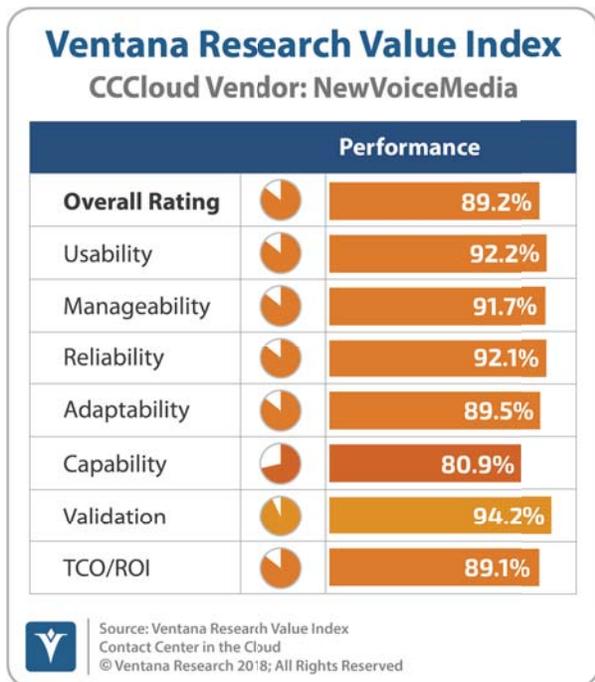
IFS-mplsystems’ highest ranking is seventh in Adaptability, reflecting its high level of support for configuration and integration. It rates eighth in Capability, where its overall support for handling interactions and integration contribute to its good score. However, it does face some areas requiring improvement in workforce optimization and interaction-handling analytics.

IFS-mplsystems’ lowest ranking is in Reliability, where it ranks 13th due to the lack of in-depth examples and documentation across all levels of performance and scalability. It also ranks 12th in TCO/ROI due to the lack of information and examples on tools, services and investments to support organizations’ needs. And it ranks 12th in Manageability; the vendor did well in administration and security but lacked documentation and information as well as support for audits and compliance.

While IFS-mplsystems has some challenges that lead to its placement overall, it has a platform that is designed to effectively manage customer service and support a broad range of needs for contact centers.



**NewVoiceMedia** <https://www.newvoicemedia.com/en-us>



**Company and Product Profile**

“NVM’s cloud-based call center software frees your people to make every conversation personal. It supports the creation of exceptional customer experiences that help serve better and sell more.”

“Customers and prospects feel great when they feel they’ve truly been heard. That’s why we’ve invested in voice infrastructure that can make every conversation crystal clear. Adding deep Salesforce data integration means your sales and service teams have all the tools they need to make those conversations personal.”

**Ventana Research Evaluation**

The Value Index assessed NewVoiceMedia’s Winter ‘18 release, which became available on Nov. 15, 2017. The company, which offers a nicely integrated and unified user experience and operates on the Salesforce platform, has grown globally. NewVoiceMedia is ranked sixth overall in the 2018 Contact Center in the Cloud Value Index. It ranks as a Value Index Leader in two of the seven evaluation categories, including a top ranking in Reliability and ranking third in Validation.

NewVoiceMedia has invested significantly to provide a simplified user experience for those organizations that need to operate an omnichannel contact center within Salesforce, which does not provide one. In Usability it was ranked fifth for its operations across roles. Focusing on the customer experience needed across service and sales departments, NewVoiceMedia provides sophisticated speech and conversation analytics to optimize interactions through coaching and guidance. The company is rated as an Value Index Leader for Reliability for its focus on efficient operations and the product’s ability to operate across data center operations around the globe. It also performs well in Validation due to the information it provides on its product.

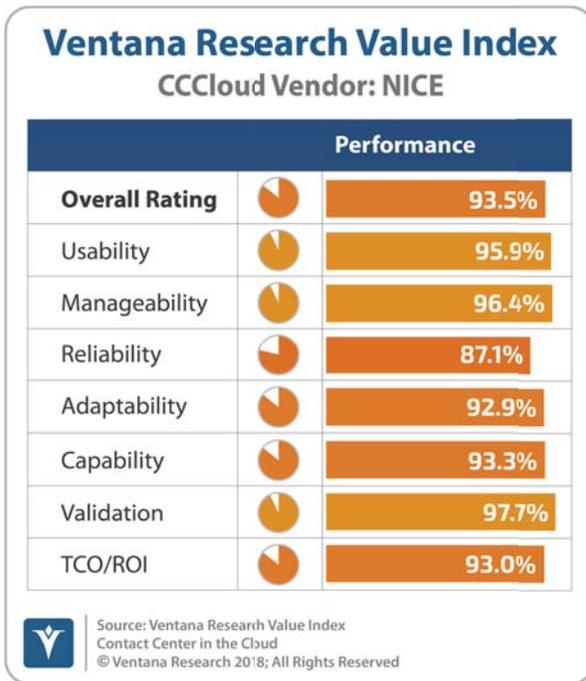
NewVoiceMedia has areas for improvement, ranking 10th in Capability because of a lack of depth in the management and real-time optimization of interactions. NewVoiceMedia could also provide better information on the security capabilities it provides as well as where it provides policies and rules in its operations, which is reflected in a seventh-place ranking in Manageability. In TCO/ROI, the vendor could provide more information and guidance for organizations on its website.



In our view, NewVoiceMedia must work to move beyond being seen as just a sophisticated addition to Salesforce. In addition, intensifying efforts to provide direct support to customers is critical for its long-term success. Moreover, the company should seek to establish further integration with other CRM providers. NewVoiceMedia is a solid offering and is a Value Index Leader in Reliability and Validation.



**NICE** <https://www.nice.com/about-nice>



### Company and Product Profile

“When the world's leading companies want to improve their business performance, increase their operational efficiency, prevent financial crime, ensure they're fully compliant or enhance their safety and security, they talk to NICE.”

“Many of the world’s leading companies and organizations are expected to manage these three critical elements of modern living. To do so, they are tapping into the power of data, which has become ubiquitous in both business and life.”

### Ventana Research Evaluation

The Value Index assessed NICE-inContact CXone 17.2, which was released in September 2017. A global vendor of customer experience and contact center applications, NICE ranks first overall in the 2018 Contact Center in the Cloud Value Index. It is an overall Value Index Leader, ranking among the top three vendors in six of the seven evaluation categories, placing first in Usability, Adaptability, Capability and Validation.

NICE’s acquisition of inContact in 2016 assembled in one place the technology assets of a contact center in the cloud and gave it the ability to expand its portfolio of customer engagement applications. The breadth of its customer engagement – including omnichannel management and routing, analytics, workforce optimization, automation and AI – help it provide a solid foundation of applications that operate across more than 100 countries and most critical languages. The success of NICE’s efforts are highlighted by top ratings in Usability and Capability, as the product’s balance of simplicity and robustness has fueled its growth. NICE is also places in the top three in two categories, Manageability and TCO/ROI. NICE’s best rating is in Validation because its overall commitment to and efforts on behalf of its customers, products, services and support was very clear in its submission and on its website.

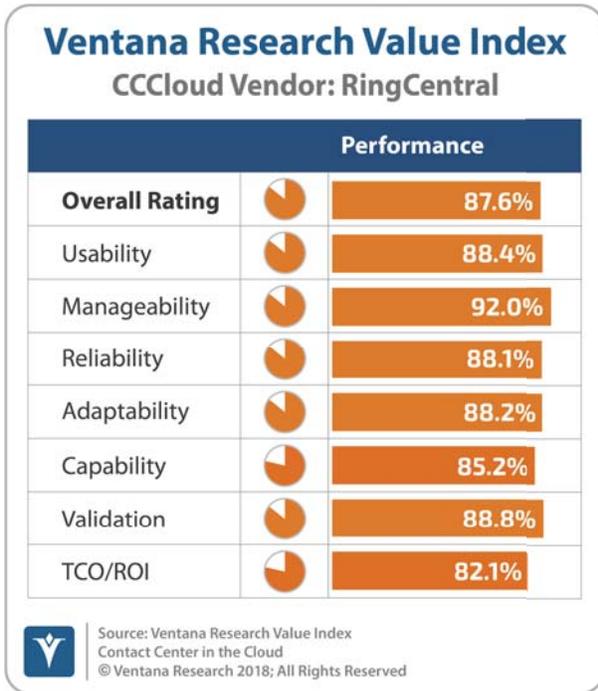
NICE does have a few areas for improvement; in Reliability, where it ranked fourth, it could improve its documentation on performance and scalability. Its next lowest rating was in Adaptability; while it ranked third, it could provide more depth in its level of configuration.



NICE is the overall Value Index Leader for Contact Center in the Cloud; its top overall rating reflects the breadth and depth of the offering and its commitment to advance the category through acquisition and investments.



**RingCentral** <https://www.ringcentral.com/>



**Company and Product Profile**

“RingCentral, Inc. is an award-winning global provider of cloud unified communications and collaboration solutions. More flexible and cost-effective than legacy on-premise systems, RingCentral solutions empower today’s mobile and distributed workforces to be connected anywhere and on any device through voice, video, team messaging, collaboration, SMS, conferencing, online meetings, contact center, and fax.”

“RingCentral Contact Center™ integrated with RingCentral Glip® team messaging enables agents to communicate and collaborate across your organization in real time to

resolve customer issues efficiently. With skills-based omnichannel routing and RingCentral Pulse™ intelligent bots for real-time metrics monitoring, your business will always be equipped to respond quickly to dynamic customer needs.”

**Ventana Research Evaluation**

The Value Index assessed RingCentral Contact Center 17.2, released in September 2017. The company supports small- and medium-sized organizations that have specific contact center needs and embeds and utilizes the InContact offering from NICE. Operating as a value-add and an independent product, it has become a frequently deployed brand in centers with fewer than 500 seats. Predominately operating in the U.S., it also has a presence in Germany and in the Asia-Pacific region through its data center in Hong Kong. RingCentral ranks eighth overall in the 2018 Contact Center in the Cloud Value Index.

RingCentral is ranked second in Reliability, qualifying the vendor as a Value Index Leader, for its level of support for and the details it provides on performance and scalability. Its second-highest rating is sixth in Manageability. Its overall support is good but further depth on investments and resources could have led to higher scores.

RingCentral could use further improvement in Usability. It ranks 10th in that category as overall accessibility could use more support and demonstrations and examples could have provided more detail. The company also has room for

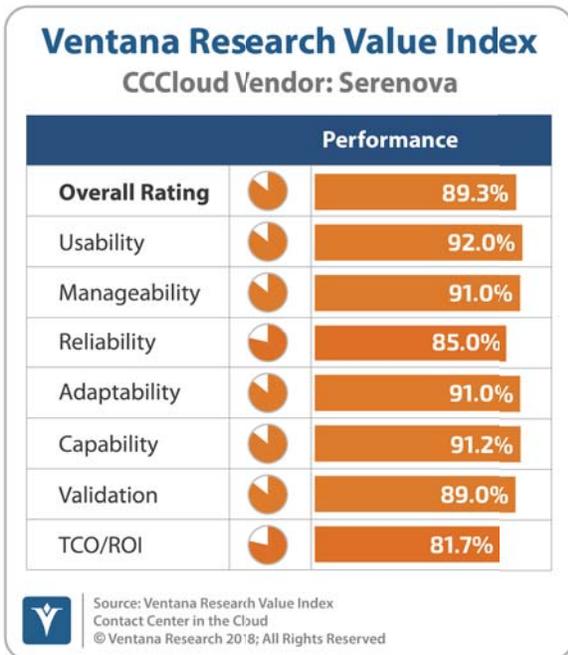


improvement in the Adaptability and Capability categories, where it ranks ninth. In Adaptability, examples of configuration and development fell short, and a lack of sophistication in its interaction analytics contributes to a lower rating in Capability.

In this Value Index, RingCentral ranked as a Value Index Leader in Reliability. Going forward, RingCentral's broad challenge will be its dependence on a technology partnership with InContact, which is owned by NICE. Despite this, its focus on the small- and medium-sized organizations has enabled it to grow its customer base and operate with little competition from most of the vendors in the Value Index.



Serenova <https://www.serenova.com/>



### Company and Product Profile

“Serenova’s multichannel cloud call center software is the first cloud-based system to solve the top 3 challenges faced by every contact center: call quality & latency issues, unnecessary telco fees, and limitations on scalability. Our call center technology represents more than 15 years in the space combined with forward-thinking vision, realized in a built-from-the-ground-up platform hosted on AWS.”

“Skylight for CxEngage provides contact center agents with a single workspace to talk, text, chat, and message customers with customer contact management, journey mapping, scripting, and perfor-

mance statistics all embedded within the desktop for maximum performance and continual guidance each and every day.”

### Ventana Research Evaluation

The Value Index assessed Serenova’s CxEngage releases through Jan. 24, 2018 (the company provides continuous releases of its software to its customers). This new global offering for cloud computing provides a significant amount of demonstrations and information on its website, supplementing its overall offering with self-service access. Serenova ranks fifth overall in the 2018 Contact Center in the Cloud Value Index. It ranks as a Value Index Leader as it scores among the top three vendors in two of the seven evaluation categories.

The investments made by Serenova in this latest generation of software are significant as reflected in our analysis of the Capability and Adaptability of the platform. It gained a solid ranking in Capability for its robust Workflow Designer and its interaction handling, along with its ability to operate across channels and its Agent Workspace to help support efficient interaction. Its flexibility in configuration and customization also contributes to its high rank in Adaptability.

Serenova’s focuses for improvement should be in Manageability and TCO/ROI, in both of which it ranks ninth. Better manageability of its platform with more detail on the roles and involvement at all levels would help tremendously. In the TCO/ROI category, tools, documentation and services to help its customers were not readily available on its website. It could also perform better in Reliability with better availability and continuity of its offering.



Serenova has continued to improve its offering through acquisitions and partnerships that bring experience and technological savviness to support contact centers of all sizes. Advancing the new CxEngage offering and building beyond its acquired assets of LiveOps, Serenova has a large growth opportunity with its investments into its marketing and ease of access to in-depth product information on its website. Serenova is a Value Index Leader in Adaptability and Capability.



## Appendix: Vendor Inclusion

We invited all vendors with relevant contact center in the cloud offerings to participate in the Value Index evaluation process, at no cost to them. If the vendor did not respond to the invitation, we made a determination whether to include it in our analysis based on our knowledge of the company, its products and customers. For inclusion, we required that a vendor be able to handle the telephone interactions of a customer to a contact center. We also required that products support operations of the contact center across multiple countries and continents. We have adopted this approach because we view it as our responsibility to assess all relevant vendors whether or not they choose to invest the time and effort to participate.

Ten of the 13 suppliers we included responded positively to our requests for information and provided completed questionnaires and demonstrations to help in our analysis of their contact center in the cloud products. The following vendors declined to participate or did not respond to our invitation: 8x8, AWS and Serenova. To organizations evaluating these vendors, we recommend extra scrutiny as part of the software assessment because they did not make their applications available for the Value Index.

We did not include a number of other vendors in this Value Index evaluation because they did not satisfy a sufficient number of the criteria that our methodology for this research requires. Vendors such as Microsoft, Oracle, Salesforce and SAP that offer CRM applications do not have the technology to manage telephone interactions and require technology from a partner to do so. Verint is a provider of a wide range of applications for contact centers and agents but does not provide direct telephone support. We also did not include Mitel in the Value Index; as the result of acquisitions it has multiple contact-center-in-the-cloud offerings that are unique to size of contact center and/or geography.



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